Rep Order# 6851633 Ver# 1 Status New Traffic Order# 6851633 EC'd Yes

**Printed:** 09/12/2012 9:00 AM Last Received: 09/12/2012 7:54 AM

Rep Firm

Sales Office (

Salesperson (

**Showing Buylines:** All Lines

KTNV-TV LAS VEGAS, NV Station

Advertiser ( ) .OBAMA FOR AMERICA

**Product** BARACK OBAMA

Estimate# 1536

**Buyer** MAURA GILROY

Phone# Fax#

) GMMB Agency

3050 K ST NW

WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1536

Flight Dates 09/13/2012 - 09/17/2012

**Hiatus Weeks** 

Salesperson Phone# Salesperson FAX#

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 6

# --- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=\*

### --- REMARKS ---

THIS IS A NEW POLITICAL ORDER CONTRACT TOTAL IS \$26,675

PLS CONFIRM ASAP

ANJIE FOR ANGELA THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	5A-6A	: EARLY AM NEWS	:30	\$125.00	09/13-09/14	3	1	3	\$375.00	
	2	M Buyli	5A-6A ne Comment	: EARLY AM NEWS	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
	3	SA Buyli	5A-6A ne Comment	: SATURDAY EARLY AM NEWS	:30	\$150.00	09/15-09/15	1	1	1	\$150.00	
	4	SU Buyli	5A-6A ne Comment	: SUNDAY EARLY AM NEWS	:30	\$150.00	09/16-09/16	1	1	1	\$150.00	
	5	TH-F Buyli	6A-7A ne Comment	: AM NEWS	:30	\$225.00	09/13-09/14	3	1	3	\$675.00	
	6	M Buyli	6A-7A ne Comment	: AM NEWS	:30	\$225.00	09/17-09/17	2	1	2	\$450.00	
	7	TH-F Buyli	7A-9A ne Comment	: GOOD MORNING AMERICA	:30	\$225.00	09/13-09/14	3	1	3	\$675.00	
	8	M Buyli	7A-9A ne Comment	: GOOD MORNING AMERICA	:30	\$225.00	09/17-09/17	2	1	2	\$450.00	

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Showin	ng Buylines: All L	ines

Station Advertise Product Estimates Buyer	er ( B # 1:	KTNV-TV LAS VEGAS, NV ( ).OBAMA FOR AMERICA BARACK OBAMA 1536 MAURA GILROY			Agency ( ) 3050 K WASHI Agency C/P1/P2/E Flight Dates	Rep Firm Sales Office Salesperson Salesperson	( )	PHILADELPHIA ANJIE BRADY 215-567-6005					
Phone# Fax#					Hiatus Weeks		2012 - 09/17/201		Salesperson	FAX#	215-567-5938		
LT L	'n	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
9		SA	6A-7A	CATTIONN AN AITH		:30	\$200.00	09/15-09/15	1	1	1	\$200.00	
		Buylii	ne Comment:	SATURDAY AM NEWS									
1	.0	SA	7A-8A			:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
		Buylir	ne Comment:	SATURDAY G.M.A.									
1	1	SA	8A-9A			:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
		Buylir	ne Comment:	SATURDAY NEWS									
1	.2	SU	6A-7A			:30	\$200.00	09/16-09/16	1	1	1	\$200.00	
		Buylin	ne Comment:	SUNDAY AM NEWS									
1	.3	SU	7A-8A			:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
		Buylir	ne Comment:	SUNDAY G.M.A.									
1	.4	SU	8A-9A			:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
		Buylin	ne Comment:	SUNDAY NEWS									
1	.5	SU	10A-11A			:30	\$300.00	09/16-09/16	1	1	1	\$300.00	
			ne Comment:	THIS WEEK			,					,	
1	6	TH-F	9A-10A			:30	\$175.00	09/13-09/14	3	1	3	\$525.00	
_	. •			THE MORNING BLEND		30	¥173.00	03, 13 03, 11	J	_	J	Ψ323 <b>.</b> 00	
1	.7	М	9A-10A			:30	\$175.00	09/17-09/17	2	1	2	\$350.00	
-	. •			THE MORNING BLEND		- 50	φ173.00	03/17 03/17	2	-	2	γ330.00	
1	0	TH-F	10A-11A			:30	\$400.00	09/13-09/14	3	1	3	\$1,200.00	
1	. •		ne Comment:	THE VIEW		• 50	¥100.00	U9/±3~U9/± <del>4</del>	J	Τ.	J	Y1,200.00	
1	0	M	105 115			• 2.0	¢400 00	00/17 00/17	1	1	1	¢400 00	
1	. 9	M Buylir	10A-11A ne Comment:	THE VIEW		:30	\$400.00	09/17-09/17	1	1	1	\$400.00	

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Showing Buylines: All Lines

Advertiser Product Estimate#	KTNV-TV LAS VEGAS, NV ( ).OBAMA FOR AMERICA BARACK OBAMA 1536 MAURA GILROY			Agency ( ) 3050 K S WASHI Agency C/P1/P2/E	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone#				Flight Dates Hiatus Weeks	09/13/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
Fax# LT Ln	-		Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
20	TH-F 1	l1A-12P Comment:	MIDDAY NEWS		:30	\$200.00	09/13-09/14	3	1	3	\$600.00	
21		l1A-12P Comment:	MIDDAY NEWS		:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
22		12P-1P Comment:	THE CHEW		:30	\$225.00	09/13-09/14	2	1	2	\$450.00	
23		12P-1P Comment:	THE CHEW		:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
24		3P-330P Comment:	MILLIONAIRE		:30	\$200.00	09/13-09/14	3	1	3	\$600.00	
25		3P-330P Comment:	MILLIONAIRE		:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
26		1P-5P Comment:	JUDGE JUDY		:30	\$200.00	09/13-09/14	3	1	3	\$600.00	
27		1P-5P Comment:	JUDGE JUDY		:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
28		330P-4P Comment:	AFTERNOON NEWS		:30	\$200.00	09/13-09/14	3	1	3	\$600.00	
29		330P-4P Comment:	AFTERNOON NEWS		:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
30		5P-530P Comment:	5PM NEWS		:30	\$250.00	09/13-09/14	3	1	3	\$750.00	

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 Traffic Order# 6851633
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 09/12/2012 7:54 AM

Showing Buylines: All Lines

Station K Advertiser Product Estimate#	KTNV-TV LAS VEGAS, NV ( ).OBAMA FOR AMERICA BARACK OBAMA 1536				3050 K S WASHII	NGTON,	DC 20007		Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY					
Buyer Phone# Fax#	MAURA GILROY			Flight Date Hiatus We	es	E 95/101/1536 09/13/2012 - 09/17/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
31	М	5P-530P Buyline Comment:				:30	\$250.00	09/17-09/17	2	1	2	\$500.00		
32	TH-F	6P-7P Buyline Comment:	6PM NEWS			:30	\$300.00	09/13-09/14	3	1	3	\$900.00		
33	M	6P-7P Buyline Comment:	6PM NEWS			:30	\$300.00	09/17-09/17	2	1	2	\$600.00		
34	SA E	6P-630P Buyline Comment:	SATURDAY 6PM NEWS			:30	\$250.00	09/15-09/15	1	1	1	\$250.00		
35	SU E	6P-7P Buyline Comment:	SUNDAY 6PM NEWS			:30	\$300.00	09/16-09/16	1	1	1	\$300.00		
36	TH-F		ACCESS HOLLYWOOD			:30	\$250.00	09/13-09/14	3	1	3	\$750.00		
37	M	7P-730P Buyline Comment:	ACCESS HOLLYWOOD			:30	\$250.00	09/17-09/17	1	1	1	\$250.00		
38	TH-F	730P-8P Buyline Comment:	MILLIONAIRE			:30	\$250.00	09/13-09/14	3	1	3	\$750.00		
39	M	730P-8P Buyline Comment:	MILLIONAIRE			:30	\$250.00	09/17-09/17	1	1	1	\$250.00		
40	F	10P-11P Buyline Comment:	20/20			:30	\$1,500.00	09/14-09/14	1	1	1	\$1,500.00		
41	SA E	5P-830P Buyline Comment:	SATURDAY NIGHT FOOT	BALL		:30	\$1,250.00	09/15-09/15	2	1	2	\$2,500.00		

**Showing Buylines:** All Lines KTNV-TV LAS VEGAS. NV Rep Firm Station Agency ) GMMB Sales Office ( Advertiser ) .OBAMA FOR AMERICA 3050 K ST NW ) PHILADELPHIA WASHINGTON, DC 20007 **Product** BARACK OBAMA Salesperson ( ) ANJIE BRADY Estimate# 1536 Agency C/P1/P2/E 95/101/1536 MAURA GILROY Flight Dates 09/13/2012 - 09/17/2012 **Buver** Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-567-5938 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots \_\_\_\_ \_\_\_ \_\_\_\_\_\_ ----\_\_\_\_\_ 42 SU 7P-8P :30 \$550.00 09/16-09/16 1 1 1 \$550.00 Buyline Comment: AMERICA'S FUNNIEST VIDEOS 43 11P-1135P :30 3 1 3 TH-F \$500.00 09/13-09/14 \$1,500.00 Buyline Comment: LATE NEWS 44 Μ 11P-1135P :30 \$500.00 09/17-09/17 1 1 1 \$500.00 Buyline Comment: LATE NEWS 45 SA 11P-1135P :30 \$400.00 09/15-09/15 1 1 1 \$400.00 Buyline Comment: SATURDAY LATE NEWS \$500.00 1 46 SU 11P-1135P :30 09/16-09/16 1 1 \$500.00 Buyline Comment: SUNDAY LATE NEWS 1 3 47 TH-F 1135P-:30 \$300.00 09/13-09/14 3 \$900.00 1205A Buyline Comment: NIGHTLINE 2 48 M 1135P-:30 \$300.00 09/17-09/17 2 1 \$600.00 1205A Buyline Comment: NIGHTLINE 49 TH-F 1205A-:30 \$100.00 09/13-09/14 1 3 \$300.00 105A Buyline Comment: JIMMY KIMMEL 50 Μ 1205A-:30 \$100.00 09/17-09/17 2 1 2 \$200.00 105A Buyline Comment: JIMMY KIMMEL

**Printed:** 

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09/12/2012 9:00 AM

09/12/2012 7:54 AM

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Traffic Order# 6851633

Rep Order#

EC'd Yes

6851633

Ver# 1

Status New

Report Totals: 96 / \$26,675.00

**Rep Order**# 6851633 **Ver**# 1 **Status** New **EC'd** Yes

Traffic Order# 6851633

09/12/2012 9:00 AM 09/12/2012 7:54 AM

**Last Received:** 09/ **Showing Buylines:** All Lines

**Printed:** 

**Station** KTNV-TV LAS VEGAS, NV

Advertiser ( ).OBAMA FOR AMERICA

**Product** BARACK OBAMA

Estimate# 1536

**Buyer** MAURA GILROY

Phone# Fax# **Agency** ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

**Agency C/P1/P2/E** 95/101/1536

Flight Dates 09/13/2012 - 09/17/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

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**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-567-5938

#### ---SALES MONTHLY TOTALS---

Sep 12: 96 / \$26,675.00
Sales Totals: 96 / \$26,675.00

Station Totals: 96 / \$26,675.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$148,194 KBLR 0% KLAS 25% KSNV 29% KTNV 18% KTUD 1%

KVCW 5% KVMY 3% KVVU 19%

## ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

#### --- CREDIT RISK ---

CASH IN ADVANCE